

**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

January 1999

Call us at (403) 275-4400



Inside

2 - 3

- Ranchers Win Stewardship Award
- Beef Joins Fight Bac™ Campaign
- Grading Fees Reduced Again

4 - 9

- AGM Policy Decisions
- 1999 ACC Delegate List

10

- U.S. Beef Trade
- National Cattle Identification

Producers Set Course for 1999

The Alberta Cattle Commission (ACC) held its 24th annual general meeting (AGM) in Calgary December 7-9, 1998. Seventy-one cattle producer delegates debated 58 policy resolutions and chose a new chairman and executive. As well, several new board members and committee chairmen were selected.

Jim Turner of Cochrane (right photo - middle) is the new chairman; Murray Jorgensen of Bassano (right photo - right) is the new vice-chairman, Bob Christie of Stavely (right photo - left) is the new finance chairman and Dale Wilson of Rosedale rounds out the executive as past chairman (one year term).

Some of the key policy decisions were:

- The ACC recommends the **Beef Information Centre** re-evaluate television advertising and consider suspending it at this time to **direct more attention towards product development and point-of-sale marketing.**
- The ACC, in cooperation with the beef industry and the Alberta government, will **work towards developing an Alberta Beef certification standard.**

- The ACC will promote **stronger alliances with value-added beef industries to increase funding for promotion.**
- The ACC will continue to **support the Live-stock Identification Service in reclaiming lifetime brand monies.**
- The ACC will lobby the government to **continue to use the Agriculture Productivity Assessment instead of a market value assessment for taxation of agricultural lands.**
- The ACC will lobby the government to **establish a strong stakeholder advisory group to review all proposals to change property assessment and taxation procedures on all rural land.**
- The ACC will lobby the Alberta government to **rewrite and strengthen the Trespass Act.**
- The ACC will **inform cattle producers of developments and progress of the national identification program.**
- The ACC **opposes the universal registration of long barrelled firearms used for hunting.**

AGM minutes are available from the ACC office, (403) 275-4400.

Visit the
Canadian
Cattle
Industry
Website
at

www.cattle.ca

Check-off Increase Approved

In case you missed the announcement in November, Alberta cattle producers voted in favor of a 50-cent increase in the Alberta Cattle Commission (ACC) check-off raising the service charge to \$2 per head. Sixty-one per cent of the 1,612 producers who voted at 42 fall producer meetings held across the province were in favor of the increase.

The check-off increase will take effect April 1, 1999 as part of the 1999/2000 budget that will see beef promotion and market development expenditures increase from 69 per cent (1998/99 budget year) to 75 per cent of total expenditures.



Environment

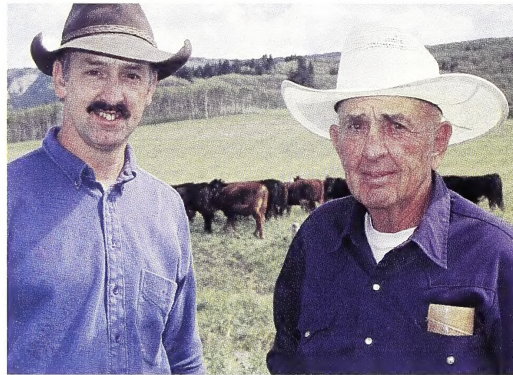
Ranchers Win Stewardship Award

Howard and Ron Davis of Cowley, Alberta are the 1999 winners of the Alberta Cattle Commission (ACC) Environmental Stewardship Award (ESA). The award was presented at the ACC annual general meeting in Calgary, December 8, 1998.

The father and son team was selected for their excellent stewardship of the native range and forested areas on the ranch. By using a rotational grazing system, moderate stocking rates and multiple watering sites, Howard and Ron are able to spread grazing pressure across the ranch. These practices ensure a healthy plant cover capable of sustaining the operation for generations to come.

Snake Trail Herefords is a cow/calf and backgrounding operation - north and south ranches together cover over

8,000 acres, consisting of 2,700 acres deeded, 2,000 acres provincial lease and a 3,500-acre forestry grazing allotment. Their goals for the ranch are to preserve and improve the land for



future generations.

The inherent differences in climate and moisture levels between the north and south ranches are used to the benefit of both cattle and the environment. The majority of their 300 cows are wintered at the south ranch on the open south and west slopes blown clear by Chinook winds. Then in the summer when those same winds dry out the range, the cows are taken to the north ranch where there are more showers and the summer grass is good. They also run 200 home-raised yearlings to take advantage of the high country vegetation.

The picturesque ranch has a lot of pressure from hunters and recreationalists, but rather than fight it, Howard says, "Good recreational people are one of the best assets we have - they are aware of problems that they may see when out walking and they work with us!" They do regulate the number of users on their private land with priority given to previous positive contacts.

Water management is quite different between the north and south ranches. The south ranch averages 15 inches of precipitation per year and has no surface water. All water is

obtained from springs, wells and dugouts. Howard was one of the first in his area to use solar powered pumps. The north ranch averages 18-20 inches per year with a lot of springs and creeks. The Davis' use techniques from the Cows and Fish program to manage their riparian areas.

One of Howard's most important concerns is weed control. Howard has been involved in numerous weed control initiatives and was instrumental in the development of many municipal weed control programs.

Howard has been extremely active in community and environmental leadership including eight years on the improvement district council, the MD of Pincher Creek Council and agricultural service board for nine years and six years as an ACC delegate. Howard most recently won the Pincher Creek Chamber of Economic Development environmental stewardship award.

Ron, Donna and family are recent winners of a Calgary Exhibition and Stampede farm family award. Ron is currently participating in acid-tolerant legume field trials with Agriculture and Agri-Food Canada and Alberta Agriculture and Rural Development.

Representatives from conservation and agriculture formed the judging committee and examined the stewardship goals and activities of the nominees including accomplishments in land management, water quality, wildlife, animal welfare and leadership activities in the community related to stewardship.

Who Will Win Next Year?

The Environmental Stewardship Award (ESA) was created to publicly recognize cattle producers who are doing an excellent job of protecting the environment from which they make their living.

If you know of someone who would be an excellent ambassador for the industry, why not nominate them for the 2000 ESA?

Deadline for nominations is July 1, 1999. Nomination forms are available from the ACC office at (403) 275-4400.

The winner will be announced at the 1999 ACC annual general meeting in Edmonton, December 1999.



Industry News

Beef Joins Fight Bac™ Campaign

The Canadian Partnership for Consumer Food Safety Education, a coalition of 48 of Canada's major stakeholders in the food sector, has unveiled the Fight Bac™ campaign.

Fight Bac™ stands for *fight food borne bacteria*. The goal of the campaign is to prevent food borne

illnesses that result from lack of knowledge of food safety in the home kitchen. The key messages are: **chill, clean, separate** foods to avoid cross contamination, and **cook** to the appropriate temperature.

The Canadian Food Inspection Agency's 1998 study on safe food

handling found that consumers are often unaware or misinformed about all they can do to protect themselves from harmful food borne bacteria.

People often mistake food borne illness for the flu as many of the symptoms are similar. These include stomach pain, diarrhoea, nausea, chills, fever and headache.

The Fight Bac™ campaign is designed to enlist the consumer in the "gate to plate" line of defence against harmful food borne bacteria where the consumer provides the vital, final step.

The Beef Information Centre (B.I.C.) is a founding member of the Canadian Partnership for Consumer Food Safety Education.

Beef Grading Fees Reduced Again

For the third time since beef grading was privatized in 1996, the Canadian Beef Grading Agency is reducing grading fees. Effective January 1, a further reduction of eight to 20 cents per head takes effect on beef, veal and bison grading.

"In some cases, this reduction means rates have been cut by more than half since privatization was introduced less than three years ago," explains Agency President Charles Gracey. "The efficiency in the system is due to the calibre of graders, cooperation of the packers and to a well-managed organization."

The Agency had established its 1999 rates but then determined that the surplus accumulated over the years was larger than necessary. The surplus prompted the decision to reduce rates.

By the end of 1998, about seven million carcasses will have been graded under the direction of the Agency. The reduction in rates will be divided equally between producers and packers.

Grading Agency Certifies Branded Product

The Canadian Beef Grading Agency recently begun to provide brand certification services. For a fee for service, Agency graders will certify product that has met quality standards for branded beef lines.

So far the Agency has one contract for certification services and is in discussions for others. Branded products are the current trend in beef marketing and demand for certification services is likely to grow.

Industry Researches "Superbugs"

The Canada-Alberta Beef Industry Development Fund (CABIDF) has initiated discussions with three groups of bacterial scientists and Health Canada to research the relationship between antibiotic use in animals and antibiotic resistant bacteria in humans.

"It's time for a sound science approach," says Larry Helland,

Chairman of CABIDF. "We hear lots of discussion about superbugs. The antibiotic issue doesn't only apply to the livestock industry, it also applies to human health."

CABIDF considers proposals for research projects that help improve beef production and marketing, and enhance the sustainability of the beef cattle industry.

Foodservice Program Working

The Alberta Foodservice Program continues to promote Alberta beef through promotion programs and education initiatives.

The program coordinator, Chef Marty Carpenter, works directly with restaurants to refine menus, develop new beef meals and co-sponsor advertising. Carpenter also works with culinary schools, restaurant staff, etc., through beef training programs to help chefs/staff better understand beef products and marketing.

During the last six months, promotions have been held with over 50 restaurants, hotels, institutions and suppliers across Alberta and Western Canada. Carpenter has also conducted educational seminars with SAIT culinary students and the Department of National Defence western region. For more information about the Alberta Foodservice Program call (403) 275-5890.

ANNUAL GENERAL MEETING RESOLUTIONS

The following resolutions were generated at 42 country meetings held throughout the province during late October and early November.

A resolutions committee comprised of Alberta Cattle Commission (ACC) delegates organized the resolutions for the ACC's annual meeting held at the beginning of December. Each resolution was presented at the annual meeting, where it was debated and voted on by the 71

ACC delegates.

The carried and tabled resolutions are printed below. Limited space prevents us from printing the defeated and redundant resolutions. A complete list of resolutions is available from the ACC office. If you want further information about any one of the following resolutions, please contact your local ACC delegate (see list on pages 6-9).

Beef Promotion

1. *Be it resolved the ACC recommend that the B.I.C. re-evaluate their position on television advertising and consider suspending it at this time to direct more attention towards product development and point-of-sale marketing.*
2. *Be it resolved the ACC promote stronger alliances with value-added beef industries to increase funding for promotion.*
3. *Be it resolved the ACC, in cooperation with the beef industry and the province of Alberta, work towards developing an Alberta Beef certification standard.*
4. *Be it resolved the ACC discourage the B.I.C. from using their logo on product where the quality cannot be guaranteed.*
2. *Be it resolved the CCA lobby government to increase the effectiveness of meat inspection.*
3. *Be it resolved the ACC lobby government for programs and policies designed to eliminate the incidence of Johnes Disease in the Canadian cattle herd.*
4. *Be it resolved the ACC oppose the universal registration of long barrelled firearms used for hunting.*
4. *Be it resolved the ACC continue to support Livestock Identification Service in reclaiming lifetime brand monies.*
5. *Be it resolved that due to the presence of the Canada Alberta Beef Industry Development Fund and the National Beef Cattle Research Council, the technical committee be restructured so that the technical committee discontinue research with a national focus.*

Executive

1. *Be it resolved zone coordinators may sit on a committee.*
2. *Be it resolved the ACC lobby for funding to ensure the completion of CABIDF project "Study of the Toxicity in Laboratory Animals and Cattle of Emissions From Flaring Waste Gases".*
3. *Be it resolved the ACC lobby the new Livestock Identification Service to accept auction market sales receipts with relevant head count and brand descriptions as equivalent to an A form, following the prototype used in British Columbia.*

Government Affairs

1. *Be it resolved the ACC lobby the Alberta government to continue to use the Agriculture Productivity Assessment instead of the Market Value Assessment for taxation of agriculture lands.*
2. *Be it resolved the ACC continue to lobby the Alberta government to establish a strong stakeholder advisory group to review all proposals to change property assessment and taxation procedures on all rural land.*
3. *Be it resolved the ACC lobby the provincial government to transfer tax exemptions from farm residences to the land base.*

Canadian Cattlemen's Association

1. *Be it resolved the ACC, in cooperation with the CCA, use extreme caution in the use of existing federal legislation in the pursuit of developing a national check-off and explore all avenues to ensure that producers maintain control of this program.*

ANNUAL GENERAL MEETING RESOLUTIONS

4. Be it resolved the ACC lobby the Alberta government to educate the public on the fire hazard of using the window for an ashtray and to increase the fine for an offence.
5. Be it resolved the ACC lobby the government to change the Stray Animal Act to eliminate the incidence of individuals being sued by owners of nuisance animals.
6. Be it resolved the ACC lobby the Alberta government to rewrite the Trespass Act and give it more teeth.
7. Be it resolved the ACC not support a horn tax.
8. Be it resolved the ACC lobby the government to keep existing laboratories open in order to keep animal health diagnoses readily available to producers.
9. Be it resolved the ACC lobby the energy minister to oppose planned rotational power outages.

Producer Liaison

1. Be it resolved the ACC gather information and inform Alberta producers about the impact of grid pricing and forward contracting on cattle markets.
2. Be it resolved that more photos of northern Alberta appear in the annual report and the audio visual slides.

3. Be it resolved the ACC recognize that the national identification program is a sensitive issue and so monitor its progress and inform the membership.

4. Be it resolved the ACC work through the producer liaison committee to promote agriculture through any available education resource including the foodservice industry.

Public Affairs

1. Be it resolved that Ducks Unlimited take more responsibility for damages on affected lands caused by their projects.

Technical

1. Be it resolved the ACC investigate some effective chemical or biological control for Richardson Ground Squirrels.

Finance and Budget

1. Be it resolved the ACC service charge be increased to \$2.00 per head marketed effective April 1, 1999.
2. Be it resolved the 1999/2000 budget be approved as presented.

Miscellaneous

1. Be it resolved the ACC support the development of a system to regularly report the number of captive cattle (contract, formula priced and packer owned) and the price (average and range) of all slaughter cattle.

ACC Directors and National Representatives

The following is a list of the ACC zone directors and directors at large that together form the ACC board. The ACC also elects directors to the Canadian Cattlemen's Association (CCA) responsible for national lobbying, and members to the Beef Information Centre (B.I.C.) committee responsible for national promotion.

ACC Board of Directors:

Zone Directors:

Tom Livingston	zone one
Bob Christie	zone two
Michael Bird	zone three
Craig Horner	zone four
Darcy Davis	zone five
Mark Mowat	zone six
Mike Cook	zone seven
Lyndon Mansell	zone eight
Grant Kerik	zone nine

Directors at Large:

Greg Conn	zone five
Murray Jorgensen	zone one
Jim Turner	zone three
Dale Wilson	past chairman

CCA Directors:

Mike Cook	zone seven
Darcy Davis	zone five
Elgar Grinde	zone six
Chuck Groeneveld	zone three
Joan Hughson	zone one
Hugh Lynch-Staunton	WSGA
Marvin Molzan	zone six
Jim Turner	zone three

B.I.C. Committee Members:

Michael Bird	zone three
Kevin Boon	zone five
Bob Christie	zone two
Mike Cook	zone seven
Jeanie Culligan	zone one
Marj Veno	zone four

ALBERTA CATTLE COMMISSION DELEGATES

Zone 1:

Counties 2, 4, 8;
M.D.s 1, 14;
that area of Special
Area No. 2 that lies
south of the Red
Deer River



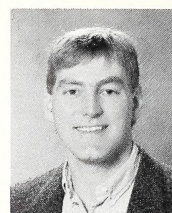
Janet Cordes
Rolling Hills,
964-2103



Jeanie Culligan
Duchess,
378-4552



Joan Hughson
Foremost,
867-2343



Murray Jorgensen
Bassano,
641-2959
ACC vice-chairman



NO PHOTO
AVAILABLE

Stan Krause
Jenner,
898-2207



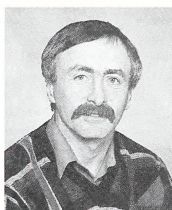
Tom Livingston
Duchess, 378-4701
cattle industry
committee chairman



Gary McMorris
Milo,
599-2148

Zone 2:

Counties 5, 26;
M.D.s 6, 9, 26, 66;
I.D.s 4, 5, 6;
Municipality of
Crowsnest Pass



Bob Christie
Stavely,
549-2141
ACC finance chairman



Kathy Flundra
Pincher Creek,
627-2476



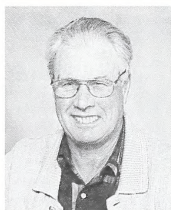
Larry Sears
Stavely,
549-2481



Herman Stroeve
Picture Butte,
738-4417



Weldon Thomason
Raymond,
752-4551



Len Vogelaar
Pincher Creek,
627-2078



Les Wall
Coaldale,
345-5815

Zone 3:

Counties 16, 17;
M.D.s 8, 31, 44;
I.D. 9



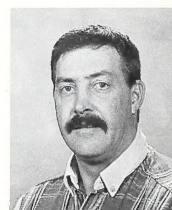
Bruce Bamford
Calgary,
256-5674



Michael Bird
Blackie, 684-3446
beef promotion
committee chairman



Charles Groeneveld
High River,
938-7843



Randy Kaiser
Hussar,
787-2440

ALBERTA CATTLE COMMISSION DELEGATES



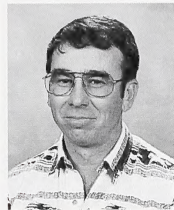
Murray Morrison
Okotoks,
558-2288



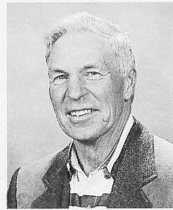
Bruce Stewart-Smith
Calgary,
239-0324



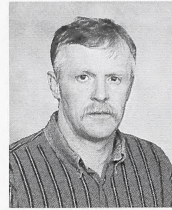
Jim Turner
Cochrane,
932-5278
ACC chairman



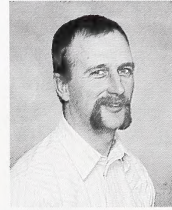
Ron Bullick
Coronation,
578-2192



Harold Carter
Kinsella,
386-2205



Craig Horner
Hanna,
566-2494
zone director



Glen Rosenau
Cereal,
326-2010

Zone 4:
Counties 18, 29;
M.D.s 34, 52, 61;
that area of Special
Area No. 2 that lies
north of the Red Deer
River, Special Area
No. 3, Special Area
No. 4



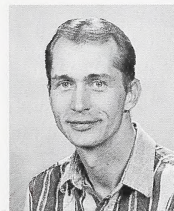
Larry Rosin
Craigmyle,
665-2432



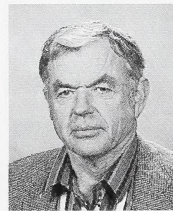
Marj Veno
Hanna,
854-2487



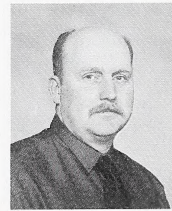
Carol Wilson
Killam,
385-2202



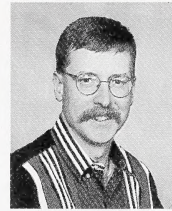
Kevin Boon
Delia,
364-2253



Des Carney
Three Hills,
443-7369

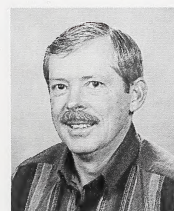


Greg Conn
Innisfail, 227-6692
public affairs
committee chairman

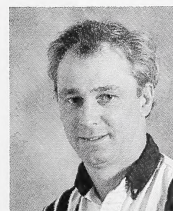


Darcy Davis
Acme, 546-2647
technical committee
chairman

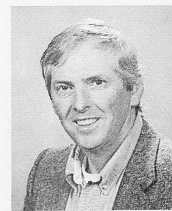
Zone 5:
Counties 6, 14, 23;
M.D.s 7, 47, 48, 99



Barry Haner
Red Willow,
742-4384



Ron Hopper
Rimbey,
843-3436

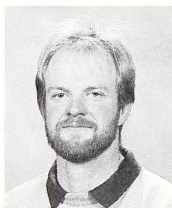


Rob Somerville
Endiang,
579-2406

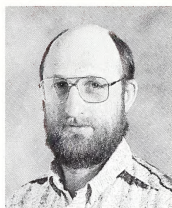
ALBERTA CATTLE COMMISSION DELEGATES

Zone 6:

Counties 3, 9, 10,
20, 22, 25, 31;
I.D. 13;
M.D. 77,
City of Edmonton



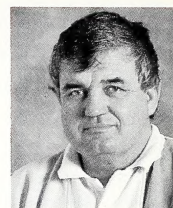
Frank Deneke
Stony Plain,
963-5677



Elgar Grinde
Holden,
688-2123



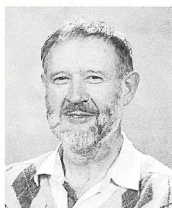
Marvin Molzan
Leduc,
986-2417



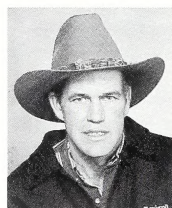
Don Mosicki
Warburg,
848-7778



Mark Mowat
Gwynne, 352-9969
government affairs
committee chairman



John Prentice
Calmar,
985-3611



Dave Solverson
Camrose,
672-7141

Zone 7:

Counties 7, 11,
12, 28;
M.D.s 15, 17, 90,
92, 94, 124;
I.D. No. 12



Mike Cook
Dapp,
954-2663
zone director



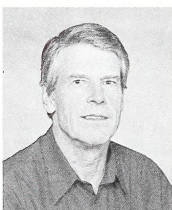
Joe Dobyanski
Westlock,
954-2165



Jason Haggart
Carrot Creek,
795-3748



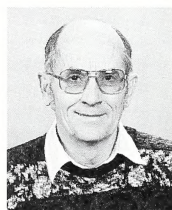
Murray Kerik
Flatbush,
681-2244



Dave Pasay
Morinville,
939-2472



George Schafers
Morinville,
939-3070



Ed Yoder
Smith,
829-3787

Zone 8:

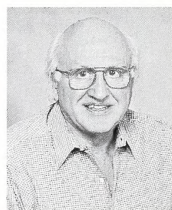
Counties 13, 19, 21,
24, 27, 30;
M.D. 87,
Municipality of
Wood Buffalo,
I.D. 24



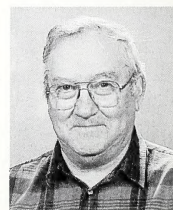
Alex Broadbent
Lac La Biche,
623-4374



Shelley Dyck
St. Lina,
726-2223



Guy Fontaine
Edmonton,
428-0707

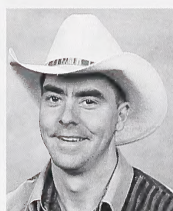


Raymond Konieczny
Mannville,
763-2304

ALBERTA CATTLE COMMISSION DELEGATES



Lyndisfree Mansell
Innisfree, 592-2262
producer liaison
committee chairman



Luc Tellier
Bonnyville, 592-2262
826-4596



Howard Thomas
Lac La Biche,
623-4542

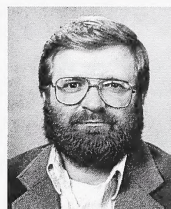
Zone 9:
County 1;
M.D.s 16, 19, 20,
21, 22, 23, 125,
130, 131, 133,
135, 136



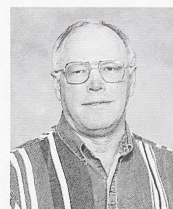
Phil Fazikos
Deadwood,
836-2299



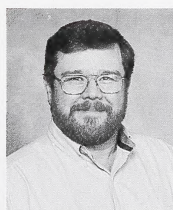
Dennis Gellings
Bear Canyon,
595-2143



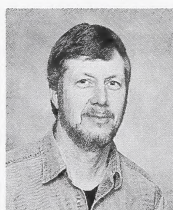
Garry Gurtler
North Star,
836-2125



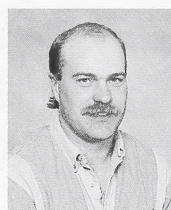
Cec Jardine
Valleyview,
524-3507



Grant Kerik
Beaverlodge,
354-8053
zone director



Robert MacAlister
Wembley,
766-2741



AJ Wamsteeker
Woking,
774-2038

Producer Association Delegates:

*Alberta Canada All
Breeds Association*



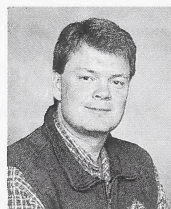
Lyle Taylor
Alberta Canada All Breeds
Barrhead,
785-3422

*Alberta Cattle
Feeders' Association*



Ernie Israelson
Alberta Cattle Feeders'
Didsbury,
335-4279

*Alberta Milk Produc-
ers' Association*



Jeff Warrack
Alberta Cattle Feeders'
Strathmore,
934-4186

*Feeder Associations
of Alberta*



Lorrie Jespersen
Alberta Milk Producers'
Barrhead,
785-2121

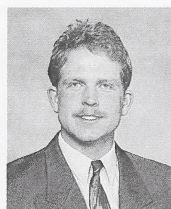
*Western Stock
Growers' Association*



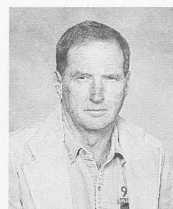
Vern Batke
Feeder Associations
Bonnyville,
826-5776



Rodney Murray
Feeder Associations
Picture Butte,
732-4643



Neal Gilchrist
Western Stock Growers'
Milk River,
344-2162



Hugh Lynch-Staunton
Western Stock Growers'
Lundbreck,
628-2420



National Scene

U.S. Investigates Canadian Beef Trade

Canada/U.S. trade issues continue to be the greatest topic of concern for the Canadian Cattlemen's Association (CCA). The most important of these is the anti-dumping and countervailing duty cases filed against the Canadian industry by the U.S.-based Ranchers-Cattlemen Action Legal Foundation (R-CALF).

On December 22, the U.S. Department of Commerce (DOC) ruled that R-CALF had achieved standing (the required level of industry support) for these two cases and an anti-dumping case against Mexico.

The next step in the procedure is for the International Trade Commission (ITC) to make a preliminary ruling on whether or not harm has been done to the U.S. cattle industry. Canada's case was presented to the ITC December 2 when representatives of the CCA, the Canadian government and our legal counsel travelled to Washington D.C. to appear before the ITC. Canada presented a strong case arguing that: no dumping is taking place; that the North American cattle industry is a single, fully integrated market; and Canadian producers do not receive unfair subsidies.

The ITC is expected to announce

their ruling in mid-January.

If the ITC finds no significant harm has been done to the U.S. industry, the cases will end. If the ruling goes

against Canada, the next step will involve examination via questionnaires of Canadian cattle exporters identified by the DOC.

National Cattle ID Tag Tests

Results from the Canadian Cattle Identification Agency's (CCIA's) initial ear tag trials are in and the majority of tags met the basic requirements.

Since last spring, 22 different types of ear tags were tested in 70 herds across Canada for retention, ease of application, tamperproofing and visibility. Each tag carries a unique CCIA identification number. The tags ultimately selected will be used in the individual cattle traceback system in the event of a health or safety issue.

Nineteen of the 22 tags tested met the basic criteria from branding to weaning. Tags are now being tested in feedlot environments and will be traced through to packing plants where ease of data collection and transfer on a fast-moving line will be monitored. Other concerns to be addressed include the quality of the bar code on the tags and the effect that exposure to sunlight, weather, dirt and other wear and tear will have on readability.

Each tag will be printed with a

Canada country code, a unique identification number and a bar code to meet automation requirements.

The successful information system provider will design and implement the CCIA data storage and retrieval system will be announced in January.

It is becoming more widely recognized and accepted that individual identification may be a requirement for international trade in the future. To this end the Canadian beef industry, dairy industry and Quebec beef and veal industries recently reached an agreement for a National Strategy on individual cattle identification.

The CCIA represents the Canadian beef industry in the National Strategy. Dairy is represented by National Livestock Identification (NLID), while the Quebec beef and veal industries are represented by La Federation Des Producteurs De Bovins.

A CCIA Internet website is available to provide more information about the program. The address is www.cattle.ca/ccia.

ACC Market Information Service

Slaughter Information
(403) 274-4340

Feeder Information
(403) 274-4345

The Alberta Cattle Commission 216, 6715 - 8th St. N.E. Calgary, AB T2E 7H7
Phone: (403) 275-4400, Fax: (403) 274-0007 Mail Registration Number 116432